

V. B. PALMER'S COLUMN.

MANKIND, it is said, may be divided

LV Into the distinct classes: those who are too stubborn to abandon error, even after conviction; those who are so pullable as to be easily deceived; and use [to the best advantage] of good common sense, and use [to the best advantage].

It is very difficult to correct the aged, and to induce people to give up principles, who regard the errors in which they have grown fixed.

Philosophy, wisdom and liberty, support one another: he who will reason is a fanatic, his cannot reason is a fanatic, and he who dares not think is a slave.

Industry, well directed, will give a man a competency in a few years. The greatest industry misapplied is useless.

The shortest and surest way to live with honor in the world, is to be in reality what we would appear to be. It is never changing any of its opinions, never correcting any of its mistakes.

"Perform fearlessly what you believe to be right."

V. B. PALMER'S American News-
 paper Subscription and Advertising Agency.
 NEW-YORK—Tribune Building,
 BOSTON—Scollay's Building, Court-street.
 PHILADELPHIA—N. W. corner Third and Chestnut.
 Embraces most of the best Commercial, Political, Religious, Literary, Scientific, Congressional, Legislative, Reformatory, and Agricultural Journals, Prices Current, Ac. in all the principal British, American, and Foreign, is the duly appointed Agent, and for which he is specially authorized by the Proprietors to receive and receipt for Subscriptions and Advertisements; thereby affording every facility for the purchase of newspapers, with the best and most widely circulated Journals of all the cities and principal towns in the country.
 Having no connection with any other person in this Agency, all orders should be specially directed to V. B. PALMER.
 "The Press"—"The power of mind over mind, which may be multiplied indefinitely."

V. B. PALMER, the Agent, is prepared to give all requisite information on the subject of a complete system of **INVENTING** in the **UNITED STATES** and **ABROAD** at a **small cost** to the inventor.

He believes that the material affairs of business transacted by the aided and sustained by a proportionate exercise of intellectual energy; and this intellectual energy should keep pace with the facilities by which the material affairs are transacted.

Every one is now obliged, if he would keep pace with the times, to aid his physical exertions in trade, or whatever he may be engaged in, by the aid of his intellectual exertions by which his business profession may become generally known. This is the intellectual part of his business, and it is the part which is the most important at the present day, be developed.

Now-a-days newspapers are diffused far and wide; the telegraph and the telephone are in use; the vehicle by which means and establishments become generally known. At the present age, as yet, this engine of intelligence has not attained its full development, and the inventor, who is, essentially, simply because the material of business is more palpable and tangible, and it will be only by degrees that the intellectual part of business will be developed, and the means for the furtherance of business enterprises.

Through this agency, a regular, safe, and systematic method of advertising is provided, and the inventor is immediately shrouded to their respective parents, to facilitate the work, and to afford the opportunity for making a judicious selection of the best of the various agencies.

Advertisements are accepted for publication in all the newspapers published, will be furnished, gratis.

It presents a convenient and complete opportunity for publishing advertisements in all the newspapers of the different cities and towns throughout the whole country, at the publishers' lowest rates, with the least possible trouble and with the greatest effect.

A business man may learn through this Agency just how many journals to advertise in, to reach effectively and cheaply the great mass of the people.

The advertiser is saved the labor of corresponding with the several papers, the expense of postage, and much anxiety and perplexity in the settlement of accounts, and is enabled to select the best place for his advertisement, and to know that his advertisement will be inserted, and no apprehension need be entertained of the common annoyance of bills being presented after having been once paid.

The advertiser is enabled to make his choice of place and time, and to know that his advertisement will be inserted in the best selection of papers can be had, suitably adapted to the various business pursuits—enabling persons to advertise in the most effective manner.

The best papers of all sections of the country are on file at the Agency, for the inspection and examination of our patrons.

Papers containing advertisements are forwarded to advertisers, and all requisite attention given to assure good results.

Advertisements are carefully and skillfully written, without charge, for those who are not experienced in the art.

A single copy of an advertisement only is required, from which a sufficient number are printed in such style as advertisers wish to have them appear in the papers.

The Agent is duly empowered to receive subscriptions and advertisements at the published lowest rates.

He is authorized to make all contracts, and his receipts are received by the proprietors as payments.

His extensive connection in business, his experience and practical knowledge, his long established agency for the best newspapers in every part of the United States, and his systematic manner of advertising, whether on a large or small scale, qualify him to impart valuable practical information.

Remittances may be made from any section of the country with entire assurance that all orders will be faithfully and promptly attended to. Address **F. B. Palmer, Newspaper Agent, Boston, Scollay's Building, Court-st., New**

V. B. Palmer's Selection of Rules for Business

Establish yourself on the broad and sound basis of integrity.

Use the means: they are open to all.

Calculate the probabilities of the future: increase and multiply the means of information.

To compete successfully with your neighbor, participate in the facilities afforded to a given subject.

Confer ignorance in regard to subjects in which you are untrained: listen and learn.

Keep the mind on the *means*, rather than the *object*.

Take advantage of modern facilities, and accomplish as much in a single day as required weeks, months, or years formerly.

Don't depend upon your own lungs alone—use the lungs of the Press.

Consider the causes of the good standing of some, and the decline and fall and want of success of others, and regulate your conduct accordingly.

If your means suit not with your ends, pursue those ends which suit with your means.

Treat your customers as your friends, by serving them in the best manner.

V. B. Palmer's Hints for Business Men.
 The door to wealth, respectability, influence and honor

He who neglects advertising not only robs himself of his fair advantages, but bestows the spoils on his wiser rivals.

An old business may subsist until its customers drop off by death or removal; but he who would build up a business now, must be "like the time," and improve the advantages it offers.

The man who refuses to advertise his business, in effect, confesses incapacity and defeat, and retreats to the rear ranks of his profession.

It is idle to speak of the cost of advertising as an impediment—as well might one object to the cost of sheltering his goods, protecting them from thieves, or dealing them out to customers.

Not many years can elapse before the large commercial dealings of the country will concentrate in the hands of one-tenth of the present number of jobbers in proportion to the amount of transactions.

Nothing has yet been done in the way of advertising compared to what can and inevitably will be. The merchant who has a reasonable amount of capital

Those who take hold of this worldly engine at an early day, and wield it with judgment and foresight, will make great fortunes; while those who neglect it will see their business *drift* away and perish. It must be seized, like Time, by the forelock, or it will leave the neglectful and doubting out of sight behind it.

Extensive advertising is morally certain to work a revolution in trade, by driving thousands of the easy-going out of it and concentrating business in the hands of a few who know how to obtain and keep it. Unite with this substitution of cash for credit, and one-fifth of those now engaged in trade will amply suffice to do the whole, and will soon have it to do. *The revolution is already begun.*

Notice of V. B. Palmer's Agency.
 "The business of advertising is imperfectly understood by merchants generally. Mr. Palmer's great experience and extensive agency enable him to give very important and valuable suggestions in these matters to all who may favor him with an interview. The subject, as presented by him, is certainly worthy the serious attention of all persons engaged in business."
 — N. Y. Daily Tribune.

"Mr. Palmer is, we believe, entitled to the credit of originating and establishing upon a general scale, in this coun-

try, this new and important public convenience, and we doubt not that its advantages will be duly understood and appreciated, and the enterprise by which they are afforded fairly rewarded."—*Baltimore Sun*.
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